



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Innovative Advertising
403 North Columbia Street
Covington, LA 70433

Contract # 338480

Schedule Dates 10/24/12-10/30/12
Advertiser Pol/Iss/NC Supreme Court Race (17043)
Agency Innovative Advertising (2144)
Product Political - Issue (1068)
Brand 1023 NC SUPR CT (140418)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name GUERRA, HEIDI

Date Entered 10/23/12
Last Modified 10/23/12
Entered By Jill Hipskind
CO-OP No
Headline # 06392012
Demo
Order Type Normal
Package Deal
Commission % 15.00

Commission \$16,646.25
Net Total \$94,328.75

Sales Tax

Account Types National/Political

Billing Type Standard

Comments NC SUPREME COURT

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Charlotte (WSOC)
By Broadcast Month

| By Broadcast Month | Spots | Rate |
|---------------------|-----------|---------------------|
| Oct. 2012 | 44 | \$77,100.00 |
| Nov. 2012 | 11 | \$33,875.00 |
| Grand Total: | 55 | \$110,975.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|--------------------|-----|----|----|----|----|----|----|----|-------|------------|-------------|------------------|----------|----------|
| 1.0 | Normal Line / Spot | 10/24/12-10/26/12 | 3 | :30 | 4:30A- 4:59A (EST) | 4 | | | X | X | X | | | 4 | \$275.00 | \$1,100.00 | Charlotte (WSOC) | | 10/23/12 |
| 2.0 | Normal Line / Spot | 10/24/12-10/26/12 | 2 | :30 | 5A- 5:30A (EST) | 4 | | | X | X | X | | | 4 | \$650.00 | \$2,600.00 | Charlotte (WSOC) | | 10/23/12 |
| 3.0 | Normal Line / Spot | 10/24/12-10/26/12 | 2 | :30 | 5:30A- 6A (EST) | 4 | | | X | X | X | | | 4 | \$700.00 | \$2,800.00 | Charlotte (WSOC) | | 10/23/12 |
| 4.0 | Normal Line / Spot | 10/24/12-10/26/12 | 2 | :30 | 8A- 9A (EST) | 4 | | | X | X | X | | | 4 | \$1,600.00 | \$6,400.00 | Charlotte (WSOC) | | 10/23/12 |
| 5.0 | Normal Line / Spot | 10/24/12-10/26/12 | 2 | :30 | 12P- 1P (EST) | 4 | | | X | X | X | | | 4 | \$650.00 | \$2,600.00 | Charlotte (WSOC) | | 10/23/12 |
| 6.0 | Normal Line / Spot | 10/24/12-10/26/12 | 3 | :30 | 6P- 6:30P (EST) | 4 | | | X | X | X | | | 4 | \$2,000.00 | \$8,000.00 | Charlotte (WSOC) | | 10/23/12 |
| 7.0 | Normal Line / Spot | 10/27/12-10/27/12 | 2 | :30 | 7P- 7:30P (EST) | | | | | | | 1 | | | \$900.00 | | Charlotte (WSOC) | | 10/23/12 |
| 8.0 | Normal Line / Spot | 10/28/12-10/28/12 | 2 | :30 | 6P- 6:30P (EST) | | | | | | | | 5 | 5 | \$2,100.00 | \$10,500.00 | Charlotte (WSOC) | | 10/23/12 |
| 9.0 | Normal Line / Spot | 10/24/12-10/26/12 | 2 | :30 | 7P- 7:30P (EST) | 4 | | | X | X | X | | | 4 | \$2,000.00 | \$8,000.00 | Charlotte (WSOC) | | 10/23/12 |
| 10.0 | Normal Line / Spot | 10/29/12-10/29/12 | 2 | :30 | 8P- 10P (EST) | | 1 | | | | | | | 1 | \$9,000.00 | \$9,000.00 | Charlotte (WSOC) | | 10/23/12 |
| 11.0 | Normal Line / Spot | 10/30/12-10/30/12 | 2 | :30 | 8P- 9P (EST) | | | 1 | | | | | | 1 | \$9,000.00 | \$9,000.00 | Charlotte (WSOC) | | 10/23/12 |
| 12.0 | Normal Line / Spot | 10/30/12-10/30/12 | 2 | :30 | 10P- 11P (EST) | | | | 1 | | | | | 1 | \$7,500.00 | \$7,500.00 | Charlotte (WSOC) | | 10/23/12 |
| 13.0 | Normal Line / Spot | 10/24/12-10/24/12 | 2 | :30 | 8P- 9P (EST) | | | | 1 | | | | | 1 | \$7,500.00 | \$7,500.00 | Charlotte (WSOC) | | 10/23/12 |
| 14.0 | Normal Line / Spot | 10/25/12-10/25/12 | 2 | :30 | 8P- 9P (EST) | | | | 1 | | | | | 1 | \$6,000.00 | \$6,000.00 | Charlotte (WSOC) | | 10/23/12 |

CONFIRMATION CONTRACT

| | | | | |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|-----------------------------|-------|-------------------|-------|-----------|

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Agency

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Product

Political - Issue (1068)

Brand

1023 NC SUPR CT (140418)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

GUERRA HEIDI

Phone/Fax

/

CPE

1023

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National/Political

Billing Type

Standard

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| Last Modified | 10/23/12 |
| Entered By | Jill Hipskind |
| CO-OP | No |
| Headline # | 06392012 |
| Demo | |
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| Package Deal | |
| Commission % | 15.00 |
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|------|--------------------------------|-------------------|-----|--------|--------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|------------------|----------|----------|
| 15.0 | Normal Line / Spot | 10/26/12-10/26/12 | 3 | :30 | 8P- 9P (EST) | | | | | | | 1 | | 1 | \$3,600.00 | \$3,600.00 | Charlotte (WSOC) | | 10/23/12 |
| 16.0 | Normal Line / Spot | 10/28/12-10/28/12 | 3 | :30 | 7P- 8P (EST) | | | | | | | | 1 | 1 | \$4,000.00 | \$4,000.00 | Charlotte (WSOC) | | 10/23/12 |
| 17.0 | Normal Line / Spot | 10/27/12-10/27/12 | 4 | :30 | 3:30P- 7P (EST) | | | | | | | | 1 | 1 | \$3,000.00 | \$3,000.00 | Charlotte (WSOC) | | 10/23/12 |
| 18.0 | Normal Line / Spot | 10/27/12-10/27/12 | 2 | :30 | 8P- 11:30P (EST) | | | | | | | | 1 | 1 | \$5,500.00 | \$5,500.00 | Charlotte (WSOC) | | 10/23/12 |
| 19.0 | Normal Line / Spot | 10/27/12-10/27/12 | 3 | :30 | 3:30P- 7P (EST) | | | | | | | | 1 | 1 | \$3,500.00 | \$3,500.00 | Charlotte (WSOC) | | 10/23/12 |
| 20.0 | Normal Line / Spot | 10/29/12-10/29/12 | 3 | :30 | 4:30A- 4:59A (EST) | | 1 | X | | | | | | 1 | \$275.00 | \$275.00 | Charlotte (WSOC) | | 10/23/12 |
| 21.0 | Normal Line / Spot | 10/29/12-10/29/12 | 2 | :30 | 5A- 5:30A (EST) | | 1 | X | | | | | | 1 | \$650.00 | \$650.00 | Charlotte (WSOC) | | 10/23/12 |
| 22.0 | Normal Line / Spot | 10/29/12-10/29/12 | 2 | :30 | 5:30A- 6A (EST) | | 1 | X | | | | | | 1 | \$700.00 | \$700.00 | Charlotte (WSOC) | | 10/23/12 |
| 23.0 | Normal Line / Spot | 10/29/12-10/29/12 | 2 | :30 | 8A- 9A (EST) | | 1 | X | | | | | | 1 | \$1,600.00 | \$1,600.00 | Charlotte (WSOC) | | 10/23/12 |
| 24.0 | Normal Line / Spot | 10/29/12-10/29/12 | 3 | :30 | 9A- 10A (EST) | | 1 | X | | | | | | 1 | \$500.00 | \$500.00 | Charlotte (WSOC) | | 10/23/12 |
| 25.0 | Normal Line / Spot | 10/29/12-10/29/12 | 2 | :30 | 12P- 1P (EST) | | 1 | X | | | | | | 1 | \$650.00 | \$650.00 | Charlotte (WSOC) | | 10/23/12 |
| 26.0 | Normal Line / Spot | 10/29/12-10/29/12 | 3 | :30 | 6P- 6:30P (EST) | | 1 | X | | | | | | 1 | \$2,000.00 | \$2,000.00 | Charlotte (WSOC) | | 10/23/12 |
| 27.0 | Normal Line / Spot | 10/29/12-10/29/12 | 2 | :30 | 7P- 7:30P (EST) | | 1 | X | | | | | | 1 | \$2,000.00 | \$2,000.00 | Charlotte (WSOC) | | 10/23/12 |
| 28.0 | Normal Line / Spot | 10/24/12-10/26/12 | 3 | :30 | 9A- 10A (EST) | | 4 | | X | X | X | | | 4 | \$500.00 | \$2,000.00 | Charlotte (WSOC) | | 10/23/12 |

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